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Associated Seed Growers, Inc.

Asgrow

Asgrow Dealer:

Here is your opportunity to sell the A.S.T.A. European Garden Seed Assortment packed with good ASGROW SEEDS. You make the profit—we do the work.

This plan is being widely advertised by the National Garden Bureau.

Simply hand the enclosed announcements to your customers who have friends or relatives in the specified countries of Europe.

PRICES

(Individual direct shipment prepaid to Europe by Asgrow).

Dealer Cost \$3.20 per carton

Retail Price 3.95 per carton

Send the Customer's Order Form to Asgrow Seeds, Cambridge, N.Y. We do the rest—prepare papers, prepay postage—and even mail a postal receipt to your customer.

ALTERNATIVE PLAN

In addition to servicing individual orders for you, we are also prepared to supply quantity lots on your order for delivery to your store, or to any address such as a recognized charitable or relief agency.

PRICES (Quantity shipments by Asgrow to U.S.A. destinations only.) Send purchase orders to Asgrow Seeds, Cambridge, N.Y.

Dealer cost (orders for 25 or more cartons delivered prepaid to U.S.A. destinations)—\$2.90 per carton.

Retail Prices suggested:

- (a) When dealer mails carton postpaid individually to Europe for donor—\$3.95 per carton.
- (b) When dealer orders quantity lots to be delivered prepaid to a U.S.A. point only, for delivery to Europe by a recognized charitable or relief agency.

Lots of 25-99: \$3.65 per carton.

Lots of 100 or more: \$3.50 per carton.

ASSOCIATED SEED GROWERS INC.

This official sticker—or exact replica thereof—must be placed on the outside of each package shipped.

OFFICIAL A.S.T.A. EUROPEAN SEED ASSORTMENT

The seedsman who packed this assortment certifies that it meets the specifications recommended to the American Seed Trade Association by the United States Department of Agriculture as to quantity, kind and variety of type, and germination. GIFT PACKAGE.

Associated Seed Growers Inc.



Attention: Director

There is a great need for seeds in the United States and abroad. The American Seed Trade Association is a non-profit organization which is working to help the world's people. This plan is to help the world's people by making the profits of the seeds business available to the people who have helped to make the world a better place. Europe.

PRICES

(Individual) 17.00 per bushel (minimum order 100 bushels)
 Dealer 17.00 per bushel (minimum order 100 bushels)
 Retail 17.00 per bushel (minimum order 100 bushels)
 Send the Director's Order to the American Seed Trade Association, N.Y. We do the rest—prepare orders, ship by express, and even mail a postal receipt to your address.

ALTERNATIVE PLAN

In addition to receiving individual orders for seeds, we are also prepared to supply quantity lots on your order for delivery to your store, or to any address such as a recognized charitable or relief agency.

PRICES (Quantity shipments) 17.00 per bushel (minimum order 100 bushels only). Send purchase orders to the American Seed Trade Association, N.Y.
 Dealer cost (orders for 25 or more bushels) 17.00 per bushel to U.S.A. destinations—17.00 per bushel.

Retail prices suggested:

- (a) When dealer mails orders registered in U.S.A. by air: Europe for 25-49 bushels 17.00 per bushel.
- (b) When dealer orders quantity lots to be delivered to Europe by a recognized charitable or relief agency: paid to a U.S.A. point of delivery 17.00 per bushel.
- lots of 25-49 bushels 17.00 per bushel.
- lots of 100 or more 17.00 per bushel.

ASSOCIATED SEED GROWERS INC.

OFFICIAL A.S.T.A. APPROVED
 SEED ASSURANCE
 The seedman who packed this assurance certifies that it meets the requirements recommended by the American Seed Trade Association. United States Department of Agriculture is to certify seed and variety of type and quantity. GIFT PACKAGE

This official sticker—must be placed on the outside of each package shipped.